

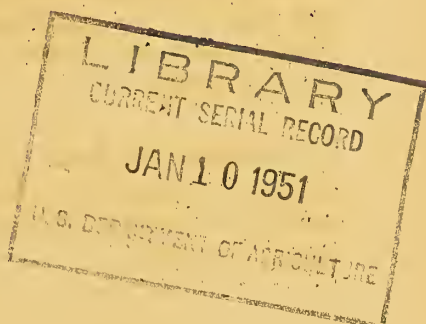
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X CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

IN

OCTOBER 1950 X



United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington, D. C.
November 1950

Agriculture--Washington

FOREWORD

This report presents data on consumer purchases during October 1950 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All "monthly" data in the report are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc.,
under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
OCTOBER 1950

The data in this report represent purchases of specified fruits and juices for household consumption only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that the data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

SUMMARY

Householders paid an average of 22.1 cents per 6-ounce can for frozen concentrated orange juice in October 1950--the lowest price yet reported and 3.4 cents per can below the September average. Household purchases in October increased 395,000 gallons over the previous high in September to reach a new record of 1,865,000 gallons. Frozen concentrated grape juice purchases declined for the fourth consecutive month, totaling 75,000 gallons in October. Purchases of other frozen concentrated juices increased sharply from 138,000 gallons in September to 357,000 gallons in October.

Household purchases of 1,117,000 cases (equivalent No. 2 cans) of canned single strength grapefruit juice in October were 48 percent larger than in the preceding month but still below the October 1949 level of 1,282,000 cases. This large increase in purchases was associated with a decline of 4.4 cents per 46-ounce can, the price averaging 31.6 cents per can in October.

Canned single strength orange juice purchases increased 12 percent in October to a total of 1,357,000 cases (equivalent No. 2 cans), while the average price paid dropped slightly to 37.3 cents per 46-ounce can. For the first month since February 1950, householders bought more canned single strength orange juice than tomato juice. The average price paid for tomato juice was relatively unchanged in October, but purchases totaling 1,293,000 cases (equivalent No. 2 cans) were 7 percent below the previous month.

Fresh orange purchases by householders in October totaled 30,638,000 dozens, an increase of 16 percent from September but 10 percent below the level of October a year ago. Purchases of California oranges decreased slightly to 19,161,000 dozens, while the average price increased slightly to 46.5 cents per dozen. Purchases of Florida oranges increased, totaling 4,942,000 dozens in October at an average price of 40.5 cents per dozen.

In October, purchases of early season fresh grapefruit were 5,394,000 dozens, compared to only 2,118,000 dozens during the same month a year ago. Householders paid an average of 96.9 cents per dozen for grapefruit--relatively unchanged from September but well below the average of 110.5 cents per dozen in October 1949.

Household purchases of dried fruits totaled 12,110 tons in October, compared with 9,112 tons in September and 10,290 tons in October a year ago. Raisin purchases for household use in October totaled 4,874 tons--1,115 tons greater than in September and 649 tons above the level of October 1949. Consumers paid an average of 23.6 cents per pound for raisins in October, compared with 20.4 cents in September and 18.8 cents in October a year ago. Householders bought 4,485 tons of dried prunes in October, an increase of 16 percent over September. During the same period average prices increased slightly to 25.0 cents per pound. In October a year ago household consumers purchased 3,804 tons of dried prunes at an average price of 22.6 cents per pound. Prune juice purchases by householders decreased from 395,000 cases (equivalent No. 2 cans) in September to 381,000 cases in October, while the average price increased slightly to 30.1 cents per 32-ounce bottle.

Purchases of dates for household use increased sharply from 475 tons in September to 1,530 tons in October--substantially above the 764 tons purchased in October 1949. Consumers paid an average of 34.6 cents per pound for domestic dates, compared with 48.6 cents per pound for imported dates.

FROZEN CONCENTRATED JUICES

During October 1950 householders paid an average of 22.1 cents per 6-ounce can for frozen concentrated orange juice, the lowest price recorded in the months for which these data have been available. At the same time, consumer purchases reached a new high level of 1,865,000 gallons, and the proportion of families buying increased sharply to 19.3 percent (figs. 1 and 2).

Household purchases of frozen concentrated orange juice in October increased 395,000 gallons, a gain of 27 percent over the September level of 1,470,000 gallons, the previous peak. Total consumer purchases in October a year ago were 1,075,000 gallons.

The average price of 22.1 cents per 6-ounce can paid by householders for frozen concentrated orange juice was 3.4 cents per can below the September average of 25.5 cents. This is the sharpest reduction yet reported and continues the decline in prices that began in April 1950. In October 1949 household consumers paid an average of 27.3 cents per can (fig. 3).

The proportion of families buying increased to 19.3 percent from the previous record level of 17.1 percent in September. In October 1949, 13.4 percent of the families purchased frozen concentrated orange juice.

Purchases of frozen concentrated grape juice for household consumption declined for the fourth consecutive month, dropping to 75,000 gallons in October 1950, compared with 87,000 gallons in September and 69,000 gallons in October a year ago. The average price paid by consumers increased slightly from 26.9 cents per 6-ounce can in September to 27.3 cents in October.

Household purchases of frozen concentrated juices other than orange and grape totaled 357,000 gallons in October, as compared with 138,000 gallons in September and 23,000 gallons in October 1949.

CANNED JUICES

Household consumers bought 6 percent more of all canned juices in October 1950 than in the previous month (fig. 4). Average prices paid for single strength citrus juices showed some decline, the largest being for grapefruit juice which dropped 4.4 cents per 46-ounce can (fig. 5).

Purchases of canned single strength grapefruit juice by householders increased sharply to 1,117,000 cases (equivalent No. 2 cans) in October from 755,000 cases in September. Purchases still remained below the level of 1,282,000 cases in October 1949. The percentage of families buying grapefruit juice also increased substantially—from 8.6 percent in September to 11.5 percent in October. The increase in purchases accompanied a drop in price from an average of 36.0 cents per 46-ounce can in September to 31.6 cents in October.

Household purchases of canned single strength orange juice increased to 1,357,000 cases (equivalent No. 2 cans) in October, compared with 1,215,000 cases in September and 1,260,000 cases in October a year ago. The 12 percent increase in October purchases paralleled a large increase in purchases of frozen concentrated orange juice. Householders paid an average of 37.3 cents per 46-ounce can for single strength orange juice in October—a slight

decrease from the average of 38.4 cents in the previous month. The proportion of families buying increased 1 percentage point to 13.6 percent in October.

Orange-grapefruit blended juice purchases decreased 12 percent to 364,000 cases (equivalent No. 2 cans) in October 1950, remaining well below the level of a year ago. Householders paid an average of 38.0 cents per 46-ounce can for orange-grapefruit blended juice in October and the percentage of families buying was 5.4 percent, both slightly below the September levels.

In October householders bought 34,000 cases (equivalent No. 2 cans) of lemon juice—a decline of 21 percent from the previous month and 15 percent below the level of October 1949. Prices paid by householders averaged 10.7 cents per 5½-ounce can, compared with 13.4 cents in September.

For the first month since February 1950, household consumers bought less canned tomato juice than canned single strength orange juice. October purchases of tomato juice totaled 1,293,000 cases (equivalent No. 2 cans), compared with 1,394,000 cases in September and 1,396,000 cases in October a year ago. Householders paid an average of 27.1 cents per 46-ounce can, about the same as in the previous month. The percentage of families buying tomato juice also showed little change, totaling 17.0 percent in October.

Pineapple juice purchases increased 9 percent in October to 915,000 cases (equivalent No. 2 cans), while the average price dropped slightly to 37.2 cents per 46-ounce can.

Household purchases of apple juice were down slightly to 237,000 cases (equivalent No. 2 cans) in October. The average purchase price increased 1.4 cents to 22.4 cents per 32-ounce bottle. In October householders bought 119,000 cases (equivalent No. 2 cans) of grape juice at 41.4 cents per 32-ounce bottle.

FRESH CITRUS FRUIT

Purchases of all fresh oranges for household use totaled 30,638,000 dozens in October 1950, an increase of 4,178,000 dozens from September but 3,455,000 dozens less than purchases in October 1949.

Household purchases of California oranges totaled 19,161,000 dozens in October, a decrease of 1,232,000 dozens from September. This was 3,899,000 dozens less than purchases in October 1949. Householders paid an average of 46.5 cents per dozen for California oranges in October, compared with 44.9 cents in September (fig. 6). Average price in October 1949 was 36.0 cents. The proportion of families buying California oranges was 22.5 percent in October, compared with 23.7 percent in September and 23.3 percent in October a year ago.

Household purchases of Florida oranges in October totaled 4,942,000 dozens, an increase of 3,067,000 dozens from September, reflecting early season shipments. The average price in October was 40.5 cents per dozen, a slight decrease from September. The proportion of families buying Florida oranges increased from 2.6 percent in September to 8.8 percent in October.

Purchases of fresh grapefruit for household use increased from 1,617,000 dozens in September to 5,394,000 dozens in October. This volume of purchases was more than twice as large as in October 1949, when consumers bought 2,118,000 dozens. Average price paid for grapefruit in October was 96.9 cents per dozen, a small increase from September but below the average of 110.5 cents per dozen in October a year ago.

Household purchases of fresh lemons continued to decline, totaling 7,088,00 dozens in October, compared with 7,705,000 dozens in September. The volume of purchases in October 1950, however, was 1,127,000 dozens above the level in October 1949. The average price paid for fresh lemons in October was 40.5 cents per dozen, compared with 41.8 cents in September and 46.8 cents a year ago (fig. 6). The proportion of families buying lemons decreased to 21.9 percent in October, compared with 23.4 percent in September. The percentage in October 1949 was 20.9 percent.

DRIED FRUITS

Household purchases of dried fruits increased seasonally from 9,112 tons in September to 12,110 tons in October. This compares with purchases of 10,290 tons in October a year ago. The proportion of families buying any dried fruit totaled 31.6 percent in October, an increase from the 24.0 percent in September and well above the 26.5 percent in October 1949. Average prices paid by consumers for each dried fruit, except dates, increased in October.

Raisin purchases for household use increased sharply from 3,759 tons in September to 4,874 tons in October (fig. 7). This volume of purchases was well above the 4,225 tons reported in October 1949. The average price paid by consumers advanced 3.2 cents per pound in October to an average of 23.6 cents for the month. A year ago in October the average price paid was 18.8 cents per pound. The proportion of families buying raisins increased from 12.1 percent in September to 16.1 percent in October.

Householders bought 4,485 tons of dried prunes in October, an increase of 16 percent over September, when purchases totaled 3,872 tons. Purchases in October 1949 totaled 3,804 tons (fig. 7). The proportion of families buying dried prunes increased from 10.2 percent in September to 12.1 percent in October. During the same period prices paid by householders increased slightly to an average of 25.0 cents per pound for the month of October. Prices averaged 22.6 cents per pound in October a year ago.

Household purchases of dates increased markedly in October to a total of 1,530 tons, compared with 475 tons in September. The proportion of families buying dates also increased from 2.9 percent in September to 7.8 percent in October. Prices paid by consumers averaged 39.8 cents per pound in October--a decline from the average of 42.8 cents in the previous month.

A preliminary tabulation of purchases in October to permit comparison between domestic and imported dates shows that of the total 1,530 tons

purchased by householders, 725 tons were of domestic origin, 549 tons were imported, and 256 tons were not identified as to origin. Consumers paid an average of 34.6 cents per pound for domestic dates in October, compared with 48.6 cents per pound for imported dates.

Household purchases of dried figs increased sharply in October; purchases of dried apricots were slightly larger, while consumers bought less dried apples and dried peaches. Prices paid for each of these dried fruits increased from the levels of the preceding month (fig. 8).

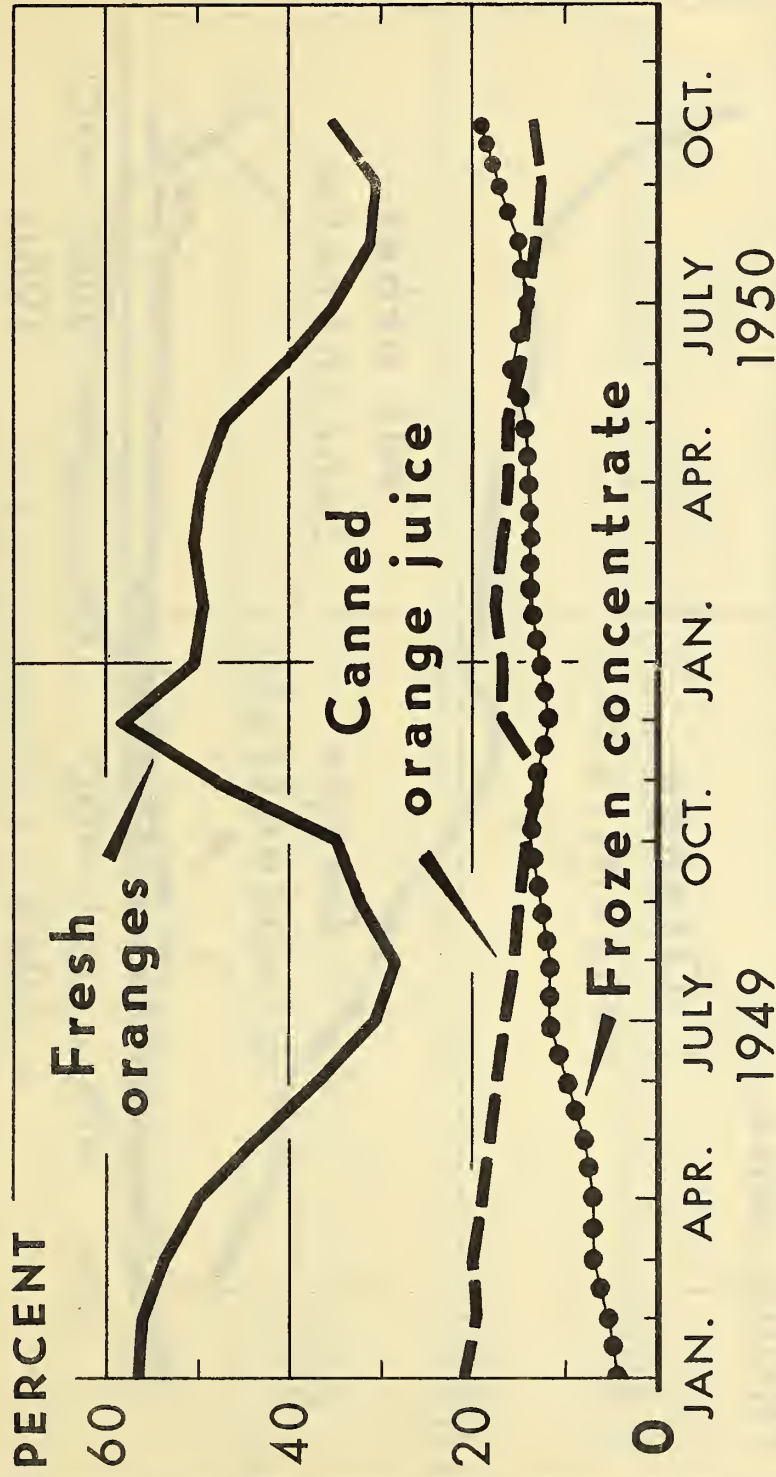
Prune juice purchases by householders decreased from 395,000 cases (equivalent No. 2 cans) in September to 381,000 cases in October 1950 (fig. 4). The proportion of families buying during this period dropped slightly to 6.2 percent. In October the average price increased to 30.1 cents per 32-ounce bottle from the September average of 29.3 cents (fig. 5).

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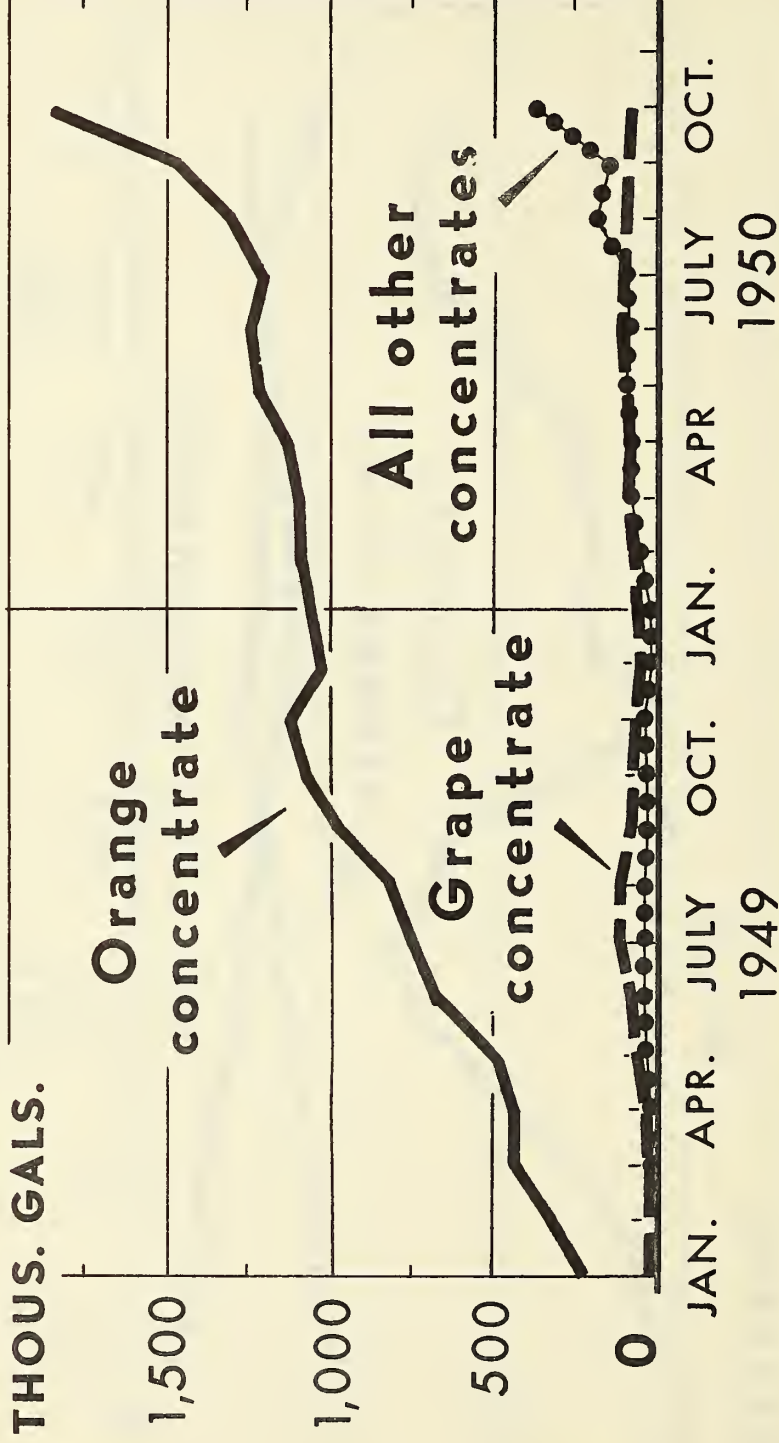
PERCENT OF FAMILIES BUYING ORANGES AND ORANGE JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

FIGURE 1

CONSUMER PURCHASES OF FROZEN FRUIT JUICES



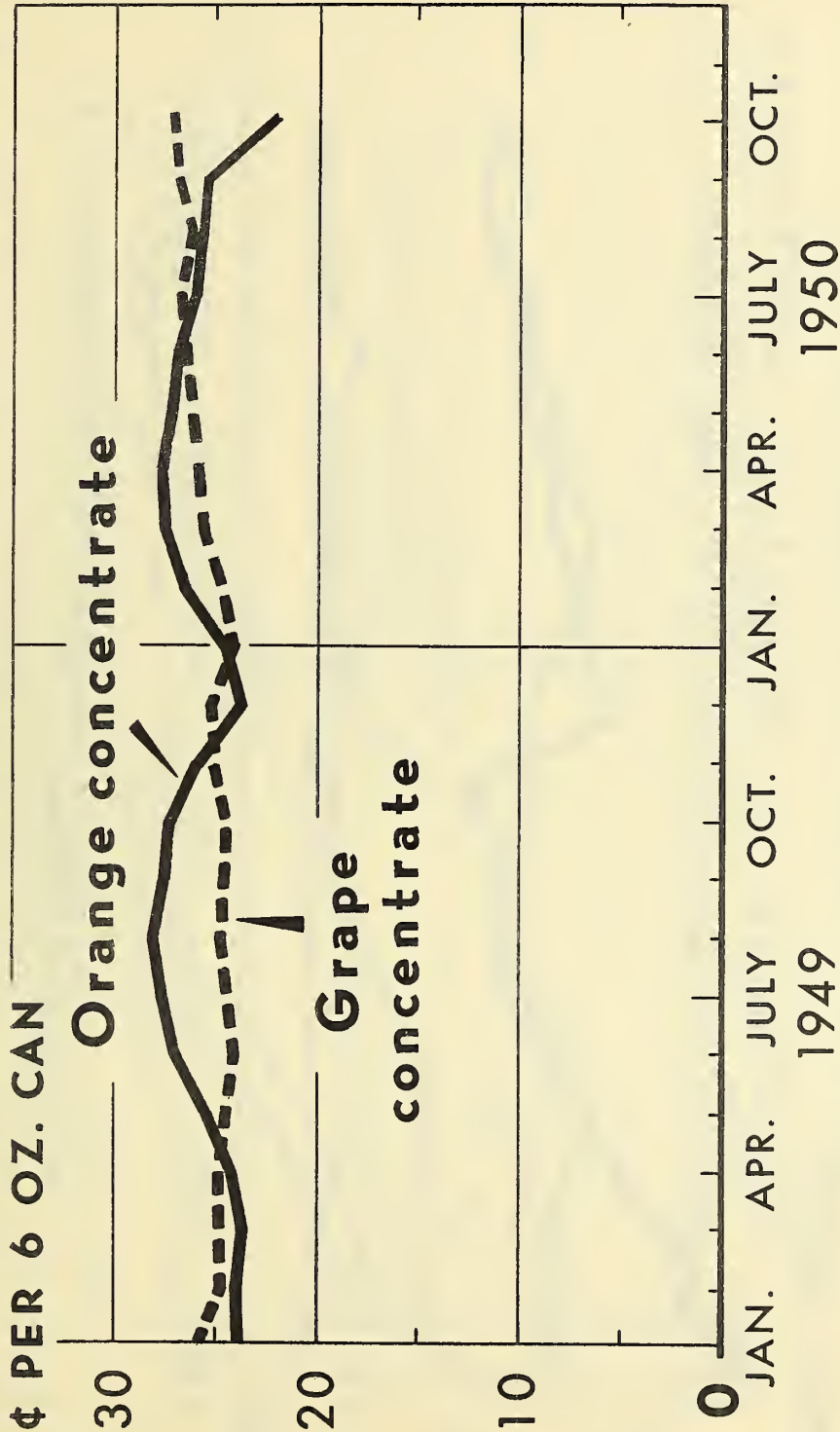
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

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FIGURE 2

PRICES OF FROZEN FRUIT JUICES



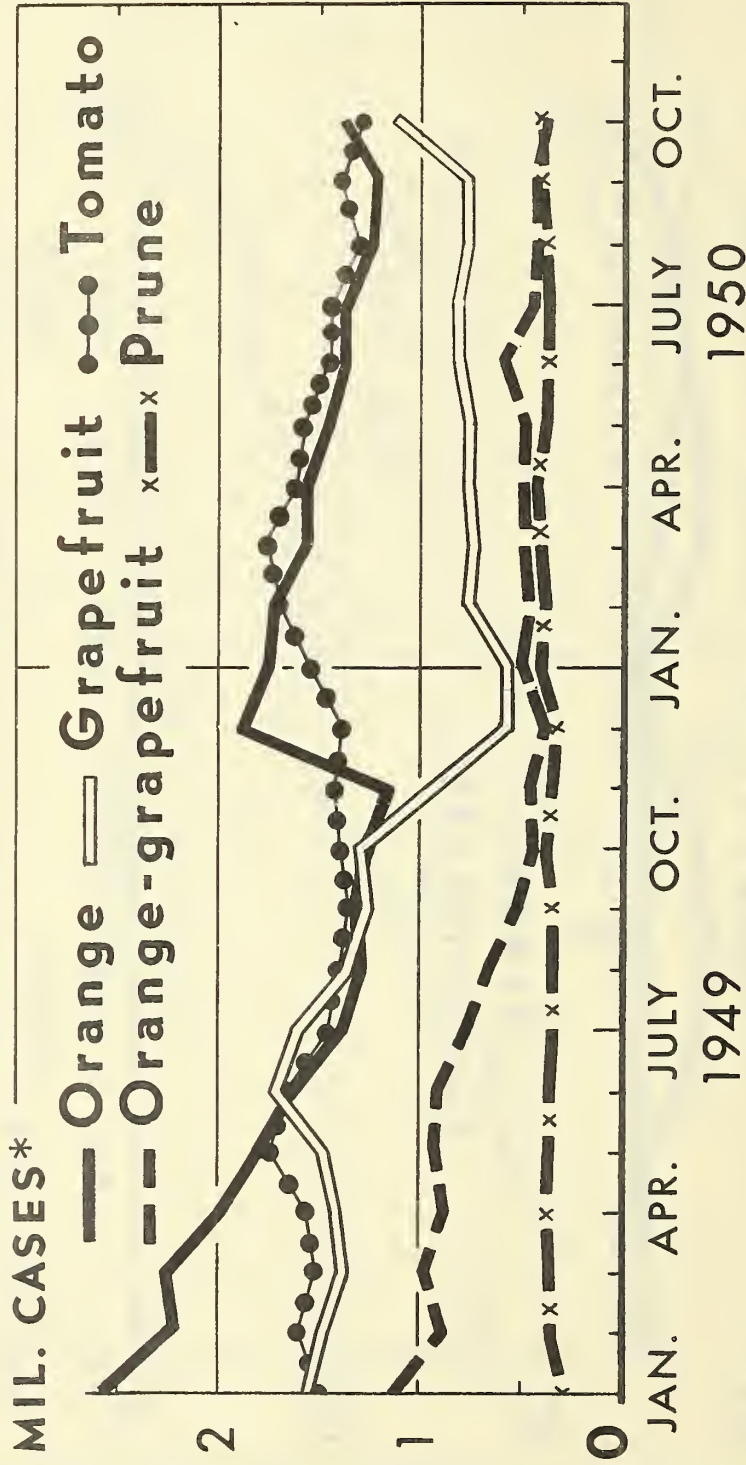
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

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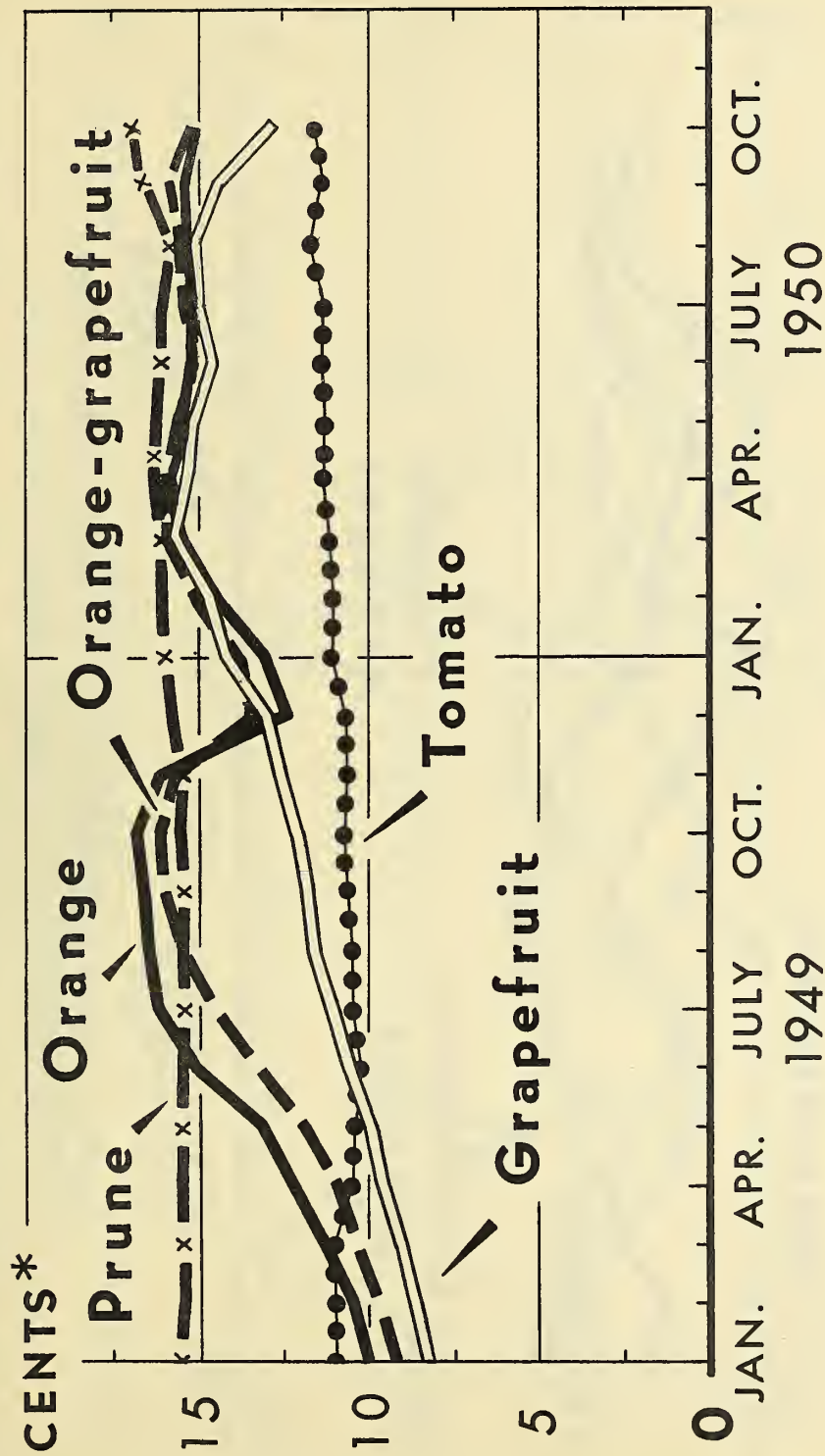
FIGURE 3

CONSUMER PURCHASES OF SELECTED CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
*EQUIVALENT CASES OF 24 #2'S

PRICES OF CANNED JUICES

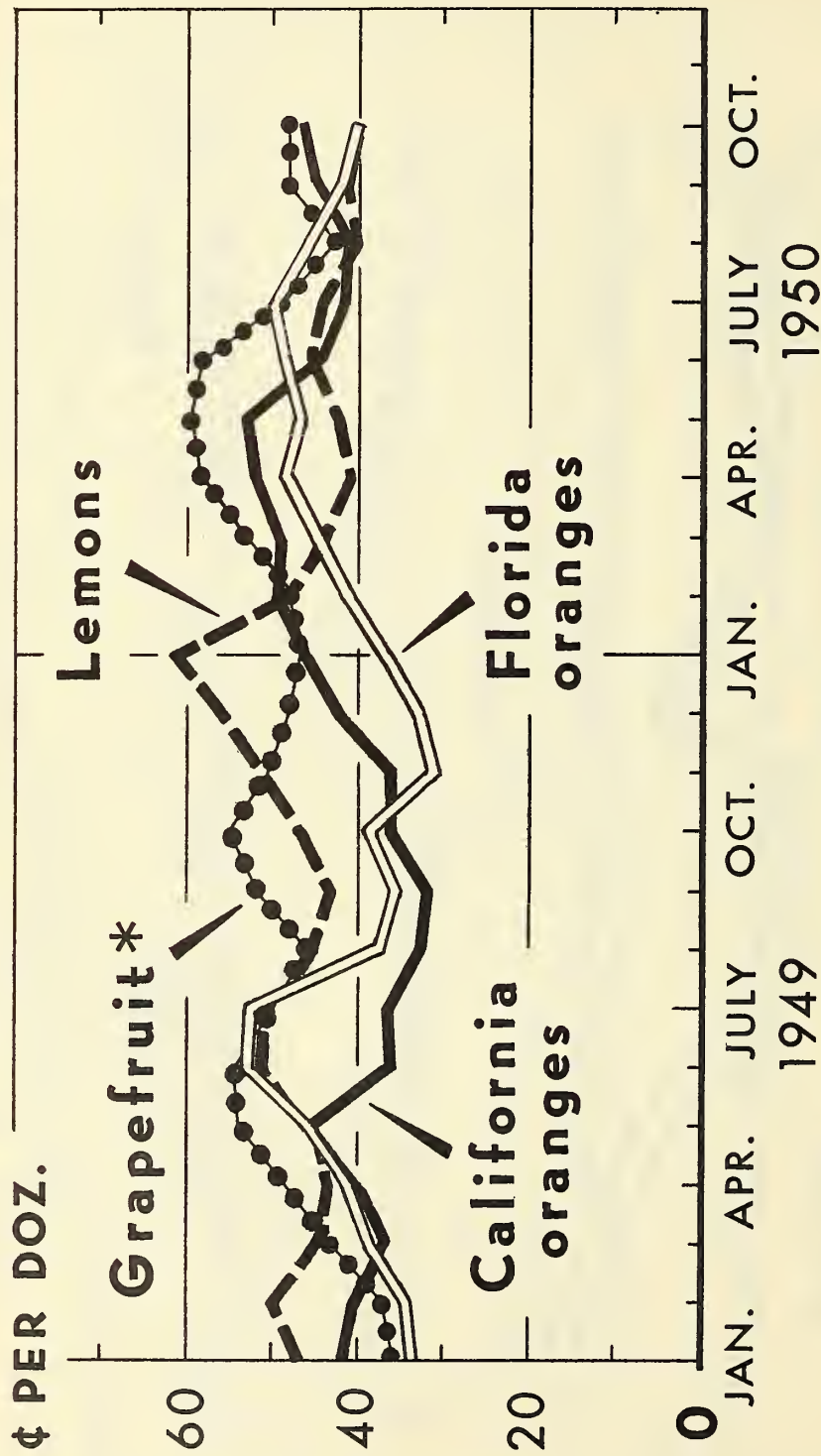


SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

*CENTS PER EQUIVALENT #2 CAN

FIGURE 5

PRICES OF FRESH CITRUS FRUITS

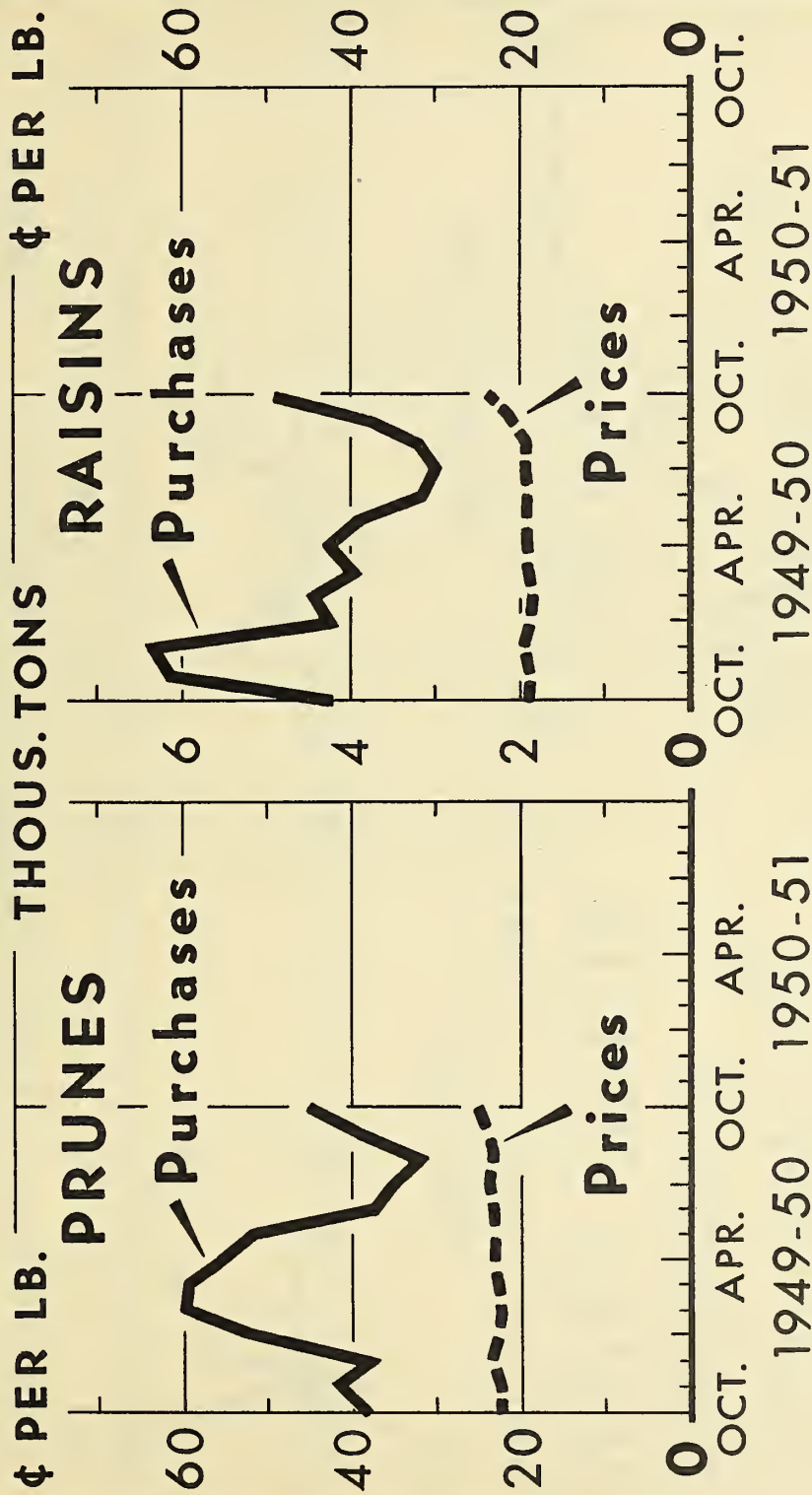


SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

*CENTS PER 1/2 DOZEN

DRIED PRUNES AND RAISINS

Consumer Purchases and Prices Paid



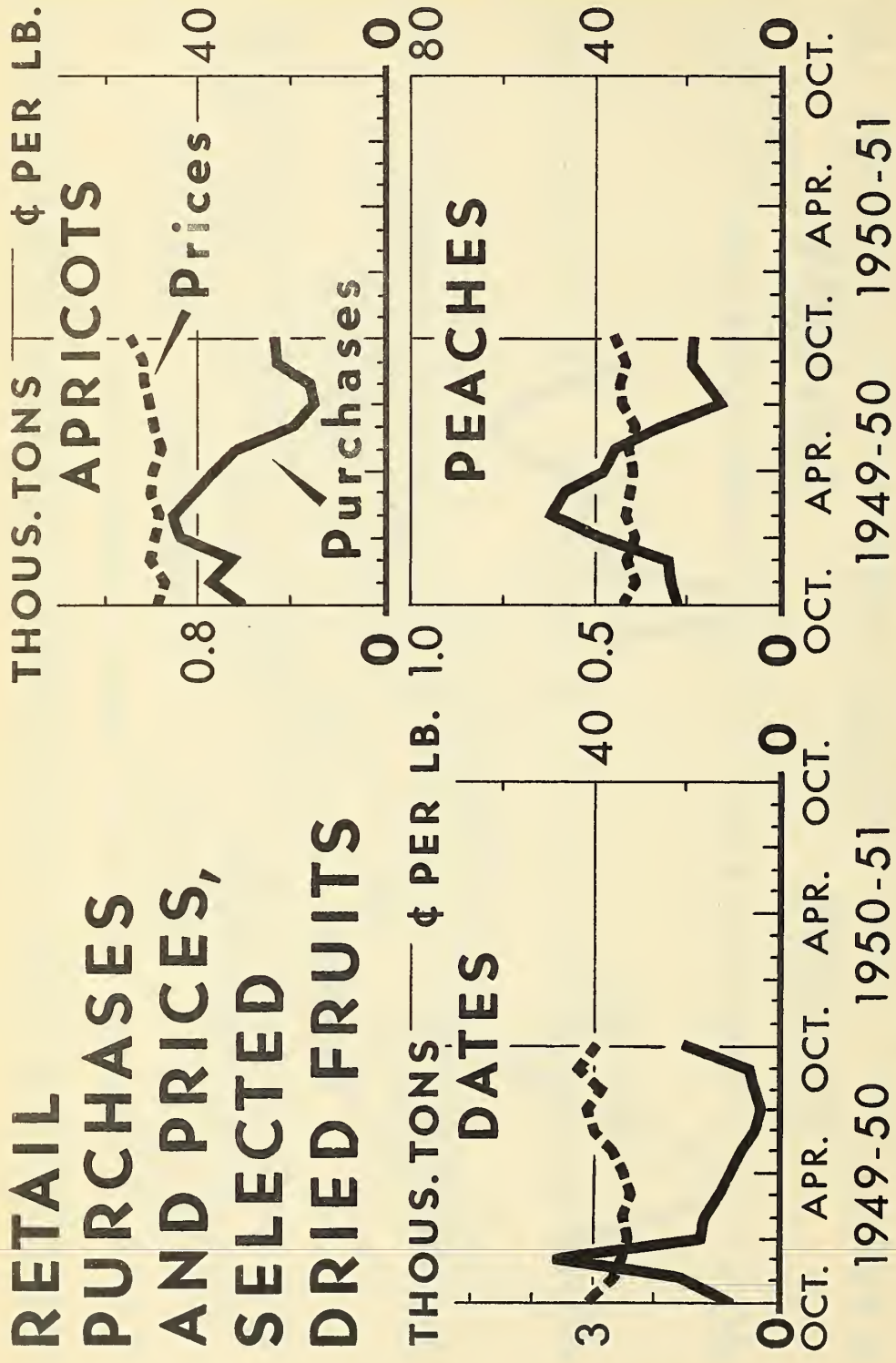
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

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FIGURE 7

RETAIL PURCHASES AND PRICES, SELECTED DRIED FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

FIGURE 8

Table 1.--Frozen concentrated orange juice and canned juices: U.S. total consumer purchases, percentage of families buying and average prices, October 1950, September 1950, and October 1949 ^{1/}

		Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
Frozen concentrated orange juice				
October	1950	1,865	19.3	22.1
September	1950	1,470	17.1	25.5
October	1949	1,075	13.4	27.3
		Consumer purchases cases of 24 1/2's	Percentage of families buying Percent	Average price per 46-ounce can 2/ Cents
Canned Juices				
Orange				
October	1950	1,357	13.6	37.3
September	1950	1,215	12.6	38.4
October	1949	1,260	14.0	41.1
Grapefruit				
October	1950	1,117	11.5	31.6
September	1950	755	8.6	36.0
October	1949	1,282	13.6	30.0
Orange and grapefruit blend				
October	1950	364	5.4	38.0
September	1950	414	5.6	39.8
October	1949	439	6.7	40.4
Lemon				
October	1950	34	2.0	10.7
September	1950	43	2.3	13.4
October	1949	40	2.3	12.7
Tomato				
October	1950	1,293	17.0	27.1
September	1950	1,394	17.2	26.9
October	1949	1,396	17.4	24.8
Pineapple				
October	1950	915	14.1	37.2
September	1950	838	12.4	38.0
October	1949	656	10.4	39.1
Prune				
October	1950	381	6.2	30.1
September	1950	395	6.5	29.3
October	1949	383	6.3	27.1

^{1/} Each month represents a 4-week period.

^{2/} Except: Lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.
National Consumer Panel of Industrial Surveys Company.

Table 2.--Fresh citrus fruits: U.S. total consumer purchases, percentage of families buying, and average prices, October 1950, September 1950, and October 1949 1/

		Consumer purchases 1,000 dozens	Percentage of families buying Percent	Average price per dozen Cents
Oranges				
California				
October	1950	19,161	22.5	46.5
September	1950	20,393	23.7	44.9
October	1949	23,060	23.3	36.0
Florida				
October	1950	4,942	8.8	40.5
September	1950	1,875	2.6	42.1
October	1949	4,274	6.7	38.6
Total				
October	1950	30,638	35.0	44.4
September	1950	26,460	30.6	44.8
October	1949	34,093	34.4	36.4
Grapefruit				
October	1950	5,394	24.2	96.9
September	1950	1,617	10.0	96.6
October	1949	2,118	13.1	110.5
Lemons				
October	1950	7,088	21.9	40.5
September	1950	7,705	23.4	41.8
October	1949	5,961	20.9	46.8

1/ Each month represents a 4-week period.

National Consumer Panel of Industrial Surveys Company.

Table 3.--Dried fruit: U.S. total consumer purchases, percentage of families buying and average prices, October 1950, September 1950, and October 1949 ^{1/}

		Consumer purchases	Percentage of families buying	Average price per pound
		Tons	Percent	Cents
Apples				
October	1950	91	.5	38.1
September	1950	112	.6	37.9
October	1949	198	.9	33.6
Apricots				
October	1950	460	2.3	54.5
September	1950	453	2.3	51.9
October	1949	603	2.9	48.4
Dates				
October	1950	1,530	7.8	39.8
September	1950	475	2.9	42.8
October	1949	764	4.5	40.9
Figs				
October	1950	206	1.1	39.4
September	1950	85	.4	35.3
October	1949	222	1.1	39.9
Mixed fruit				
October	1950	144	.6	38.7
September	1950	66	.3	38.7
October	1949	81	.4	36.2
Peaches				
October	1950	230	1.1	36.0
September	1950	237	1.0	33.2
October	1949	274	1.3	34.3
Pears				
October	1950	20	.1	39.5
September	1950	7	-	56.9
October	1949	12	-	52.0
Prunes				
October	1950	4,485	12.1	25.0
September	1950	3,872	10.2	23.9
October	1949	3,804	10.1	22.6
Raisins				
October	1950	4,874	16.1	23.6
September	1950	3,759	12.1	20.4
October	1949	4,225	13.7	18.8
Total ^{2/}				
October	1950	12,110	31.6	28.2
September	1950	9,112	24.0	25.5
October	1949	10,290	26.5	24.9

^{1/} Each month represents a 4-week period.

^{2/} Total includes dried currants.

Table 4.--Canned juices and frozen concentrated juices: U.S. total consumer purchases and average prices, October 1950 (4-week period)

Commodity	Purchases				Average prices			
	Percent	Total all families 1,000 cases 1/	Per 1,000 capita Cases 1/	Size of aver- age purchase Ounces	Per unit Size Cents	actual Cents	Per equivalent No. 2 can Cents	
Canned juices								
Orange	13.6	1,357	9.11	61.69	46 oz.	37.3	15.1	
Grapefruit	11.5	1,117	7.49	65.21	46 oz.	31.6	12.8	
Orange and grapefruit blend	5.4	364	2.45	53.03	46 oz.	38.0	15.2	
Tangerine	1.7	115	.77	49.07	46 oz.	30.3	12.0	
Lemon	2.0	34	.23	14.39	5½-6oz.	10.7	37.7	
Apple	3.8	237	1.59	47.50	32 oz.	22.4	12.0	
Grape	2.8	119	.80	32.60	32 oz.	41.4	26.6	
Pineapple	14.1	915	6.14	46.50	46 oz.	37.2	15.1	
Prune	6.2	381	2.56	37.71	32 oz.	30.1	17.1	
Tomato	17.0	1,293	8.68	49.86	46 oz.	27.1	11.6	
Vegetable combination	3.2	163	1.09	38.33	46 oz.	36.2	15.4	
Other juices	2/	339	2.27	35.97	46 oz.	38.4	16.6	
Total	47.9	6,434	43.18	50.09			14.4	
Frozen concentrated juices								
Orange	19.3	1,865	12.52	13.24	6 oz.	22.1		
Grape	.5	75	.50	8.14	6 oz.	27.3		
Other concentrates	2/	357	2.39	11.29	6 oz.	13.7		
Total	21.4	2,297	15.41	12.64				

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

National Consumer Panel of Industrial Surveys Company

Table 5.--Fresh citrus fruit: U.S. total consumer purchases and average prices, October 1950 (4-week period)

Commodity	Purchases			Average price	
	Percentage of	Total	Per	Size of	price
	all families buying:	all families:	1,000 capita	average purchase:	per
	Percent	1,000 dozens	Dozens	Units	dozen
					Cents
Oranges					
California	22.5	19,161	128.6	11.7	46.5
Florida	8.8	4,942	33.2	11.6	40.5
Unidentified	10.9	6,535	43.8	11.8	40.9
Total	35.0	30,638	205.6	11.7	44.4
Grapefruit	24.2	5,394	36.2	3.6	96.9
Tangerines	.2	160	1.1	19.1	27.1
Lemons	21.9	7,088	47.6	5.9	40.5
Limes	.5	186	1.2	8.2	26.2
Total	51.8	43,466	291.7	8.1	50.1

National Consumer Panel of Industrial Surveys Company

Table 6.--Dried fruit: U.S. total consumer purchases and average prices, October 1950 (4-week period)

Commodity	Purchases			Per 1,000 capita Pounds	Size of average purchase: Ounces	Average price per pound Cents
	Percentage of all families buying:	Total Tons	families:			
Apples <u>1/</u>	.5	91.2		1.23	12.08	38.1
Apricots	2.3	459.9		6.17	13.17	54.5
Dates -- Domestic <u>2/</u>	<u>3/</u>	724.9		9.73	15.47	34.6
Imported <u>2/</u>	<u>3/</u>	548.7		7.36	10.02	48.6
Unidentified <u>2/</u>	<u>3/</u>	256.1		3.44	15.08	35.5
Total	7.8	1,529.7		20.53	12.90	39.8
Figs	1.1	206.3		2.77	13.12	39.4
Mixed dried fruit <u>1/</u>	.6	144.1		1.93	16.96	38.7
Peaches	1.1	229.6		3.08	14.04	36.0
Pears <u>1/</u>	.1	20.1		.27	16.00	39.5
Prunes	12.1	4,485.0		60.20	22.67	25.0
Raisins	16.1	4,873.8		65.42	19.54	23.6
Currants <u>1/</u>	.4	70.5		.95	13.18	29.8
Total	31.6	12,110.2		162.55	18.47	28.2

1/ Too few purchases represented to permit significant analysis

2/ Preliminary; subject to revision

3/ Information not available

National Consumer Panel of Industrial Surveys Company